

## Press Release

### **Infocomm Investments and IBM partner to accelerate Singapore innovation with Cognitive Computing technologies**

**SINGAPORE – 25 FEBRUARY 2016** – IBM (NYSE: [IBM](#)) and Infocomm Investments Pte Ltd (I IPL) today announced a joint initiative to support the growing number of start-ups and tech companies in Asia-Pacific. The initiative is aimed at building an ecosystem of start-ups and tech companies with an interest in developing cognitive-powered apps through the TAG.PASS for IBM Watson program.

TAG.PASS for IBM Watson is an accelerator program, jointly run by IBM and I IPL, a wholly-owned subsidiary of the Infocomm Development Authority (IDA) of Singapore, as part of its central role in building a vibrant and sustainable ecosystem in Singapore for start-ups to flourish.

“Singapore’s Smart Nation is a continuum requiring innovation to be part of everything we do. With so much talent and creativity here in Singapore and Asia Pacific, we believe our partnership with IBM to embed Watson cognitive computing technology will help start-ups accelerate how entrepreneurial organizations solve their industry’s toughest challenges on a whole new level,” said Dr Alex Lin, Head, Infocomm Investments.

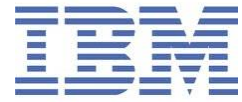
Under the agreement, I IPL will offer a customized acceleration program over a period of three months, exclusively for companies building Watson applications as members of the [IBM Watson Ecosystem](#). Start-ups will get the opportunity to leverage I IPL’s start-up development know-how, and IBM’s technical and business expertise to grow their business and solutions.

The TAG.PASS for IBM Watson program offers start-up and tech companies:

- **Co-working space** at I IPL’s BASH (Build Amazing Start-ups Here), Singapore’s biggest integrated start-up space.
- **Education** – I IPL will provide education including value proposition design, field interviews, problem solution validation and rapid prototyping to customer acquisition such as storyboarding, software/hardware development, growth hacking, marketing and branding and sales.
- **Mentoring** – IBM will provide consultation to the participants in the form of master classes or office hours.
- **Demo Days** – Upon culmination of the program, I IPL will host a Pitch Day wherein the participants will have the opportunity to pitch to investors or companies for investments or opportunities.

As a start, the first cohort of start-ups and tech companies to enter the program will emerge from the IBM Watson New Venture Challenge, a cognitive pitch competition targeting Asia Pacific-based start-ups and tech companies to share their ideas for new Watson-powered applications. The six-week competition is ongoing and will culminate in a pitch competition between finalists on March 10 in Singapore for a place in the TAG.PASS for IBM Watson program.

“We are living in a cognitive era where digital business meets digital intelligence. IBM’s mission is to help companies become more competitive, leveraging cognitive computing capabilities. Through TAG.PASS for Watson, we are helping start-ups and tech companies turn innovative ideas into real business solutions across retail, travel, healthcare, public sector, finance and more,” said Tim Greisinger, Managing Director, IBM Singapore.



IBM has opened its Watson platform to the world, allowing a growing ecosystem of over 80,000 developers, students, entrepreneurs and tech enthusiasts to easily tap into the most advanced and diverse cognitive computing platform available today. The Watson Ecosystem now represents more than 500 Ecosystem partners across 17 industries and disciplines, where more than 100 of them have already introduced commercial cognitive enabled apps, products and services to the market.

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### **About IBM**

IBM is a globally integrated technology and consulting company headquartered in Armonk, New York. With operations in more than 170 countries, IBM attracts and retains some of the world's most talented people to help solve problems and provide an edge for businesses, governments and non-profits.

Innovation is at the core of IBM's strategy. Today, IBM is focused on five growth initiatives - Cloud, Big Data&Analytics, Mobile, Social and Security - in creating new markets and capturing new buyers. IBMers are working with customers around the world to build a smarter planet - by applying the company's business consulting, technology and R&D expertise to develop systems that enable dynamic and efficient organisations, better transportation, safer food, cleaner water and healthier populations.

For more information on IBM, visit [www.ibm.com/sq](http://www.ibm.com/sq).

### **About Infocomm Investments Pte Ltd**

**Infocomm Investments Pte Ltd (IIPL)** builds and invests in Singapore and global infocomm technology start-ups. Managing a fund size of more than US\$200 million, it accelerates the development of start-ups in their formative phase, and invests further as they grow and expand. Through its investments, partnerships with stakeholders across private and public sectors, and global reach, IIPL plays a central role in building a vibrant and sustainable ecosystem in Singapore for start-ups to flourish.

IIPL is a wholly-owned subsidiary of the Infocomm Development Authority of Singapore. For more information, visit [www.infocomminvestments.com](http://www.infocomminvestments.com) or follow [@iipl](https://twitter.com/iipl) on Twitter.

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